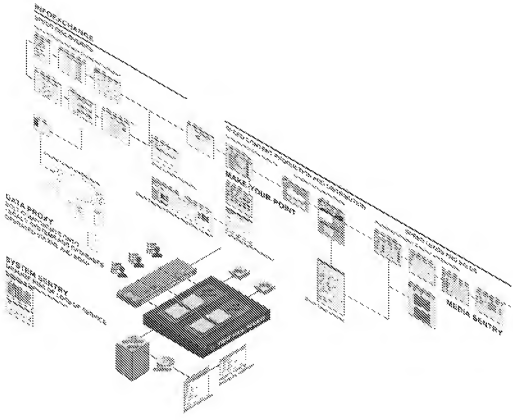

FIGURE 1

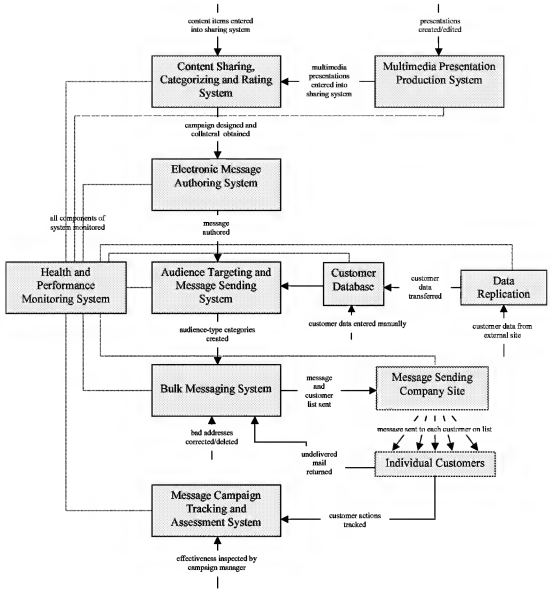
content items entered into sharing system
presentations created/edited
Content Sharing, Categorizing and Rating System
multimedia presentations entered into sharing system
Multimedia Presentation Production System
campaign designed and collateral obtained
Electronic Message Authoring System
all components of system monitored
message authored
Health and Performance Monitoring System
Audience Targeting and Message Sending System
Customer Database
customer data transferred
Data Replication
audience-type categories created
customer data entered manually
customer data from external site
Bulk Messaging System
message and customer list sent
Message Sending Company Site
bad addresses corrected/deleted
messages sent to each customer on list
undelivered mail returned
Individual Customers
Message Campaign Tracking and Assessment System
customer actions tracked
effectiveness inspected by campaign manager

FIGURE 2

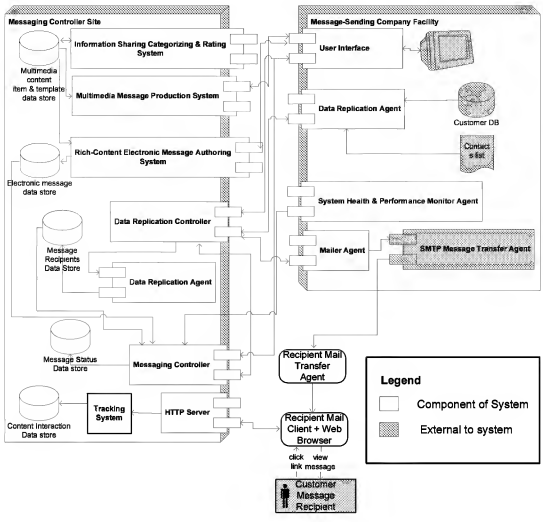
Messaging Controller Site
Message-Sending Company Facility
Information Sharing Categorizing & Rating System
Multimedia content item & template data store
Multimedia Message Production System
Rich-Content Electronic Message Authoring System
Electronic message data store
Data Replication Controller
Message Recipients Data Store
Data Replication Agent
Message Status Data store
Messaging Controller
Content Interaction Data store
Tracking System
HTTP Server
User Interface
Data Replication Agent
Customer DB
Contact s list
System Health & Performance Monitor Agent
Mailer Agent
SMTP Message Transfer Agent
Recipient Mail Transfer Agent
Recipient Mail Client + Web Browser
click view link message
Customer Message Recipient
Legend
Component of System
External to system

FIGURE 3

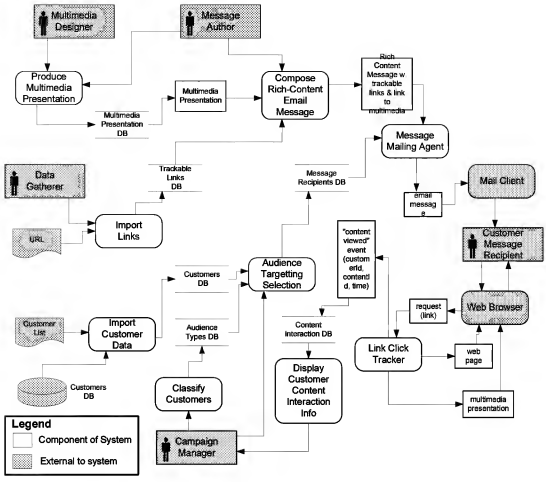
Multimedia Designer
Message Author
Produce Multimedia Presentation
Multimedia Presentation
Compose Rich-Content Email Message
Rich Content Message w trackable links & link to multimedia
Multimedia Presentation DB
Message Mailing Agent
Data Gatherer
Trackable Links DB
Message Recipients DB
Mail Client
email messag e
URL
Import Links
"content viewed" event (custom erId, contentI d, time)
Customer Message Recipient
Customers DB
Audience Targeting Selection
request (link)
Web Browser
Customer List
Import Customer Data
Audience Types DB
Content Interaction DB
Link Click Tracker
web page
Customers DB
Classify Customers
Display Customer Content Interaction Info
multimedia presentation
Legend
Component of System
External to system
Campaign Manager

FIGURE 4

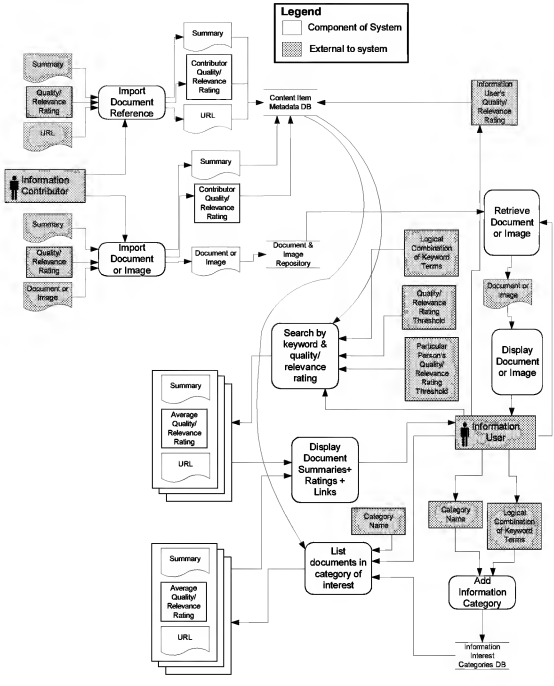
Legend
Component of System
External to system
Summary
Quality/ Relevance Rating
URL
Import Document Reference
Contributor Quality/ Relevance Rating
Content Item Metadata DB
Information User's Quality/ Relevance Rating
Information Contributor
Import Document or Image
Document or Image
Document & Image Repository
Logical Combination of Keyword Terms
Retrieve Document or Image
Quality/ Relevance Rating Threshold
Particular Persons Quality/ Relevance Rating Threshold
Search by keyword & quality/ relevance rating
Display Document or Image
Average Quality/ Relevance Rating
Information User
Display Document Summaries+ Ratings + Links
Category Name
List documents in category of interest
Add Information Category
Information Interest Categories DB

FIGURE 5

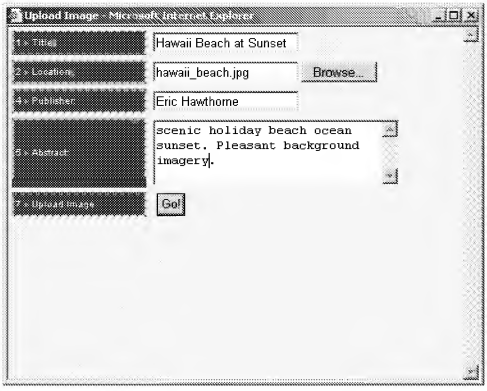
Upload Image - Microsoft Internet Explorer
1 = Title:
Hawaii Beach at Sunset
2 = Location:
hawaii_beach.jpg
Browse...
4 = Publisher:
Eric Hawthorne
3 = Abstract:
scenic holiday beach ocean sunset. Pleasant background imagery.
7 = Upload Image
Go!

FIGURE 6

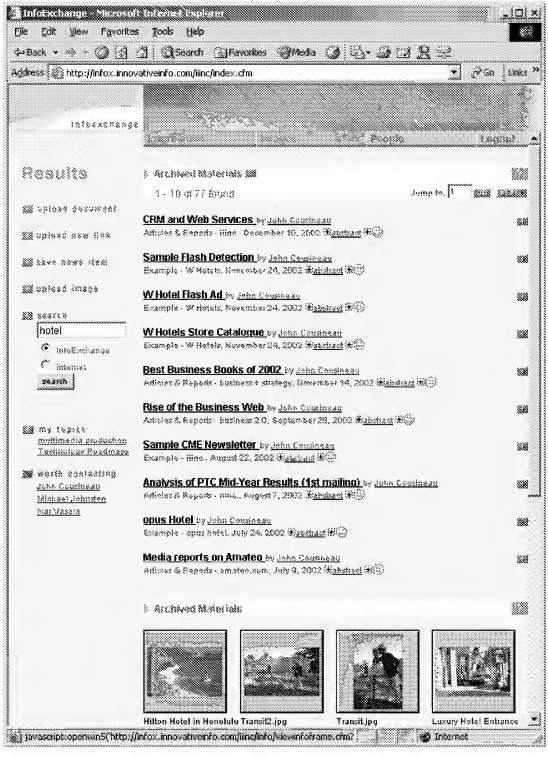
InfoExchange - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://infox.innovativeinfo.com/iiinc/index.cfm
Results
Archived Materials
upload documents
upload new link
save news item
upload image
search
hotel
InfoExchange
Internet
search
my topics
multimedia production
Technology Roadmaps
worth contacting
John Cousineau
Michael Johnston
Hal Vassos
CRM and Web Services by John Cousineau
Sample Flash Detection by John Cousineau
W Hotel Flash Ad by John Cousineau
W Hotels Store Catalogue by John Cousineau
Best Business Books of 2002 by John Cousineau
Rise of the Business Web by John Cousineau
Sample CME Newsletter by John Cousineau
Analysis of PTC Mid-Year Results (1st mailing) by John Cousineau
opus Hotel by John Cousineau
Media reports on Amateo by John Cousineau
Archived Materials
Hilton Hotel in Honolulu Transit2.jpg
Transit.jpg
Luxury Hotel Entrance
Internet

FIGURE 7

InfoExchange - Microsoft Internet Explorer
File Edit View Favorites Tools Help
play again
W ATLANTA
W CHICAGO • CITY CENTER
W CHICAGO • LAKESHORE
W HONOLULU • DIAMOND HEAD
W LOS ANGELES • WESTWOOD
W NEW ORLEANS
W NEW ORLEANS • FRENCH QUARTER
W NEW YORK
W NEW YORK • TIMES SQUARE
W NEW YORK • THE COURT
W NEW YORK • THE TUSCANY
W NEW YORK • UNION SQUARE
W SAN DIEGO
W SAN FRANCISCO
W SEATTLE
W SYDNEY
W SUITES • NEWARK, CA
opening soon
W MEXICO CITY SPRING 2003
W SEOUL • WALKER HILL WINTER 2003
3.8
RATE THIS ARTICLE
AVERAGE RATING
PRINT VERSION
MAIL THIS LINK
REPORT BROKEN LINK

FIGURE 8

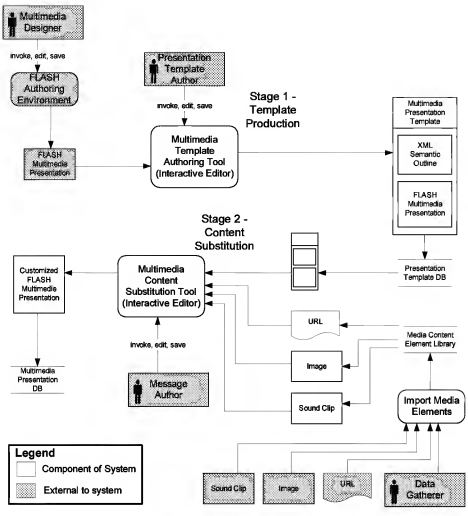
Multimedia Designer
invoke, edit, save
FLASH Authoring Environment
FLASH Multimedia Presentation
Presentation Template Author
invoke, edit, save
Multimedia Template Authoring Tool (Interactive Editor)
Stage 1 - Template Production
Multimedia Presentation Template
XML Semantic Outline
FLASH Multimedia Presentation
Stage 2 - Content Substitution
Presentation Template DB
Customized FLASH Multimedia Presentation
Multimedia Content Substitution Tool (Interactive Editor)
URL
Media Content Element Library
Image
Sound Clip
Import Media Elements
invoke, edit, save
Multimedia Presentation DB
Message Author
Legend
Component of System
External to system
Sound Clip
Image
URL
Data Gatherer

FIGURE 9

ptc
Role: Portrait of Inviter
Frame# 95
Image name: ptc_img23
jpg
Video:
PTC President
Dr. Hansuk Kim
Role: Name and Title of Inviter
Frame# 96
Video: Dr. Hansuk Kim - PTC President
Role: Venue Scenery
Frame# 107
Image name: ptc_img28
jpg
Video:
Role:
Frame# 108
Image name: ptc_img31
jpg
Video:

FIGURE 10

CHANGE
Subtrack 3
CHANGE
Subtrack 4
CHANGE
Remark 1
A bridge between the different regions of Asia
CHANGE
Remark 2

FIGURE 11

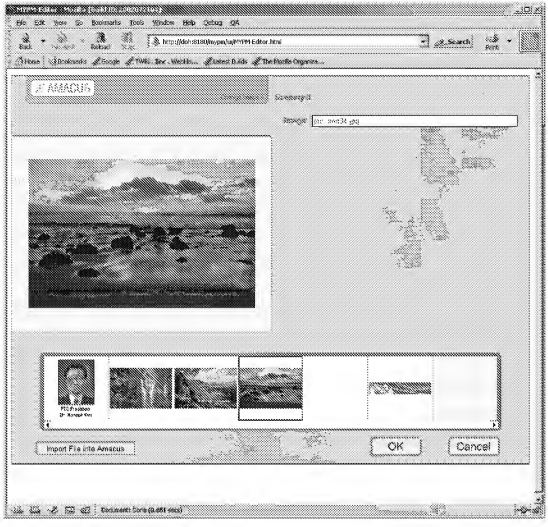

FIGURE 12

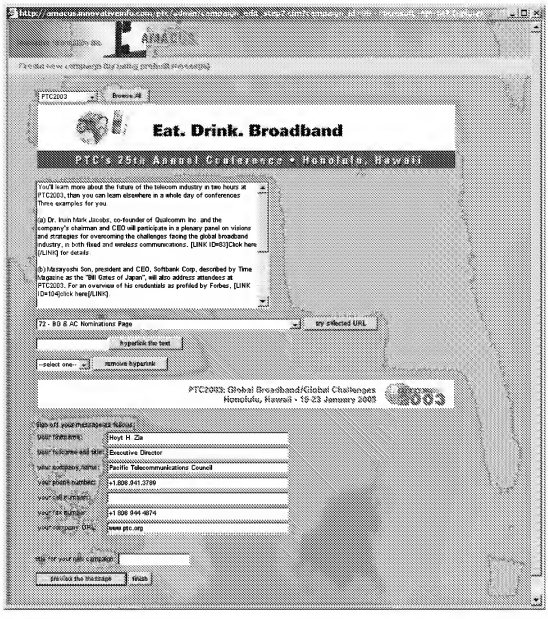
PTC2003
Browse All
Eat. Drink. Broadband
PTC's 25th Annual Conference • Honolulu, Hawaii
You'll learn more about the future of the telecom industry in two hours at PTC2003, than you can learn elsewhere in a whole day of conferences
Three examples for you
(a) Dr. Irwin Mark Jacobs, co-founder of Qualcomm Inc. and the company's chairman and CEO will participate in a plenary panel on visions and strategies for overcoming the challenges facing the global broadband industry, in both fixed and wireless communications. [LINK ID=83]Click here [/LINK] for details
(b) Masayoshi Son, president and CEO, Softbank Corp, described by Time Magazine as the "8th Emperor of Japan", will also address attendees at PTC2003. For an overview of his credentials as profiled by Forbes, [LINK ID=104]click here[/LINK].
72 - 80 8 AC Nominations Page
try selected URL
hyperlink the text
-select one-
remove hyperlink
PTC2003: Global Broadband/Global Challenges
Honolulu, Hawaii • 19-23 January 2003
Sign-off your message as follows:
your name is:
Hoyt H. Ze
your full name and title:
Executive Director
your company name:
Pacific Telecommunications Council
your phone number:
+1.808.941.3799
your cell # (mob):
your fax number:
+1 808 944 4974
your company URL:
www.ptc.org
sign for your talk campaign
preview the message
finish

FIGURE 13

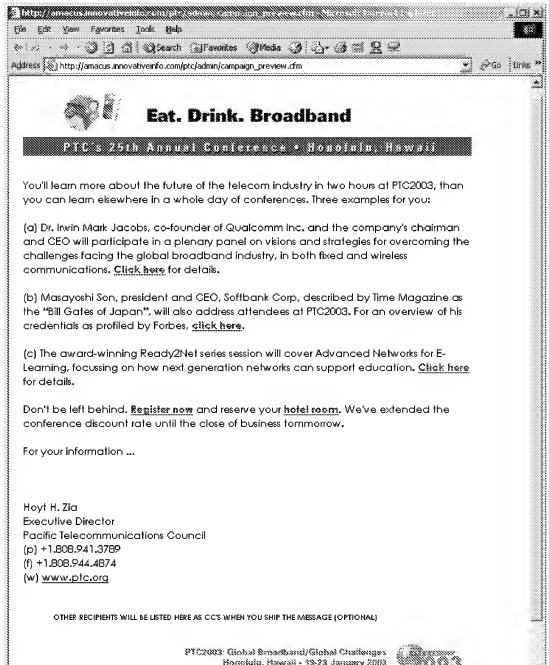
File Edit View Favorites Tools Help
Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/campaign_preview.cfm
Eat. Drink. Broadband
PTC's 25th Annual Conference • Honolulu, Hawaii
You'll learn more about the future of the telecom industry in two hours at PTC2003, than you can learn elsewhere in a whole day of conferences. Three examples for you:
(a) Dr. Irwin Mark Jacobs, co-founder of Qualcomm Inc. and the company's chairman and CEO will participate in a plenary panel on visions and strategies for overcoming the challenges facing the global broadband industry, in both fixed and wireless communications. Click here for details.
(b) Masayoshi Son, president and CEO, Softbank Corp, described by Time Magazine as the "Bill Gates of Japan", will also address attendees at PTC2003. For an overview of his credentials as profiled by Forbes, click here.
(c) The award-winning Ready2Net series session will cover Advanced Networks for E-Learning, focussing on how next generation networks can support education. Click here for details.
Don't be left behind. Register now and reserve your hotel room. We've extended the conference discount rate until the close of business tommorow.
For your information ...
Hoyt H. Zia
Executive Director
Pacific Telecommunications Council
(p) +1.808.941.3789
(f) +1.808.944.4874
(w) www.ptc.org
OTHER RECIPIENTS WILL BE LISTED HERE AS CC'S WHEN YOU SHIP THE MESSAGE (OPTIONAL)
PTC2003: Global Broadband/Global Challenges
Honolulu, Hawaii • 19-23 January 2003
2003
click here
click here
Internet

FIGURE 14

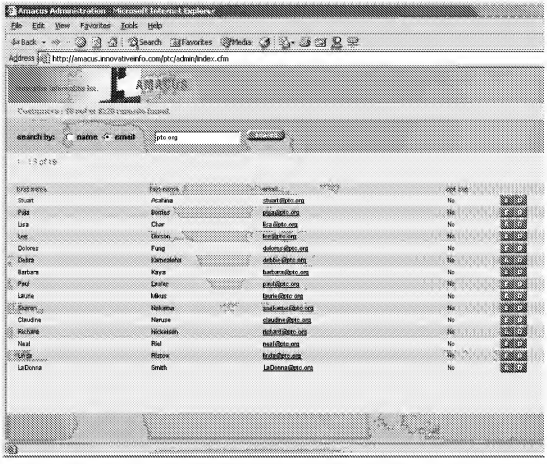
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/index.cfm
AMACUS
search by: name email
1 - 13 of 13
first name
last name
email
opt out
Stuart
Acalwa
Bertier
Clair
Glenda
Fung
Kehelalahai
Kaya
Lesher
Mikus
Nakama
Naruze
Nickolash
Rial
Ritzow
Smith
LaDonna

FIGURE 15

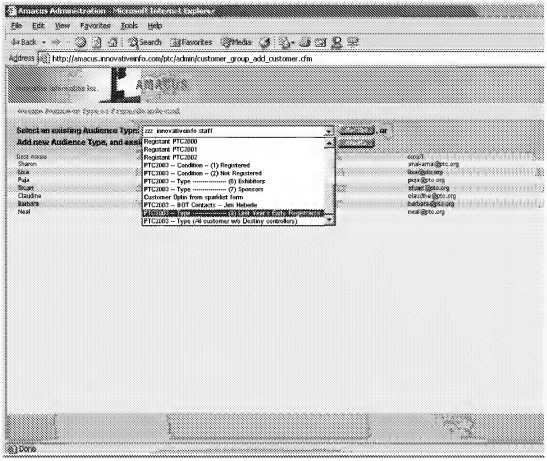
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/customer_group_add_customer.cfm
AMACUS
Select an existing Audience Type:
zzz innovativeinfo staff
Add new Audience Type, and assi
Register PTC2000
Register PTC2001
Register PTC2002
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Type ---------- (6) Exhibitorz
PTC2003 -- Type ---------- (7) Sponsors
Customer Optin from sparklist form
PTC2003 -- NOT Contacts -- Jan Hebede
PTC2003 -- Type ---------- (9) Last Year's Exhi. Registrants
PTC2003 -- Type (All customer w/o Dummy controllers)
Sharon
Edie
Puja
Stuart
Claudine
Barbara
Neal
smakema@ptc.org
puja@ptc.org
stuart@ptc.org
claudine@ptc.org
barbara@ptc.org
neal@ptc.org
Done

FIGURE 16

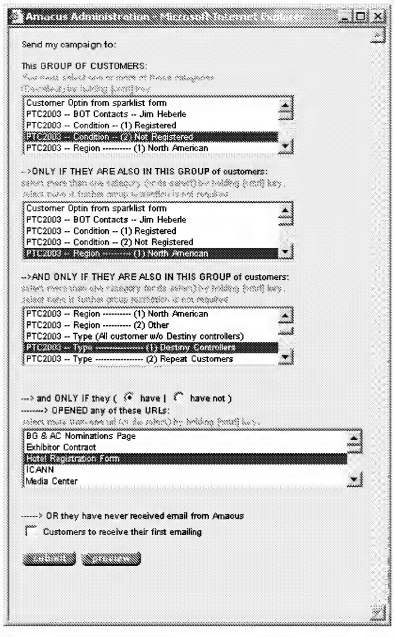
Amacus Administration - Microsoft Internet Explorer
Send my campaign to:
This GROUP OF CUSTOMERS:
Customer Optin from sparklist form
PTC2003 -- BOT Contacts -- Jim Heberle
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Region ---------- (1) North American
-->ONLY IF THEY ARE ALSO IN THIS GROUP of customers:
Customer Optin from sparklist form
PTC2003 -- BOT Contacts -- Jim Heberle
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Region ---------- (1) North American
-->AND ONLY IF THEY ARE ALSO IN THIS GROUP of customers:
PTC2003 -- Region ---------- (1) North American
PTC2003 -- Region ---------- (2) Other
PTC2003 -- Type (All customer w/o Destiny controllers)
PTC2003 -- Type ---------- (1) Destiny Controllers
PTC2003 -- Type ---------- (2) Repeat Customers
---> and ONLY IF they (have | have not)
--------> OPENED any of these URLs:
BG & AC Nominations Page
Exhibitor Contract
Hotel Registration Form
ICANN
Media Center
------> OR they have never received email from Amacus
Customers to receive their first emailing

FIGURE 17

Company 1
Firewall
Company 2
Firewall
Company 1 Site
Data Replication
Controller
Company 2 Site

FIGURE 18

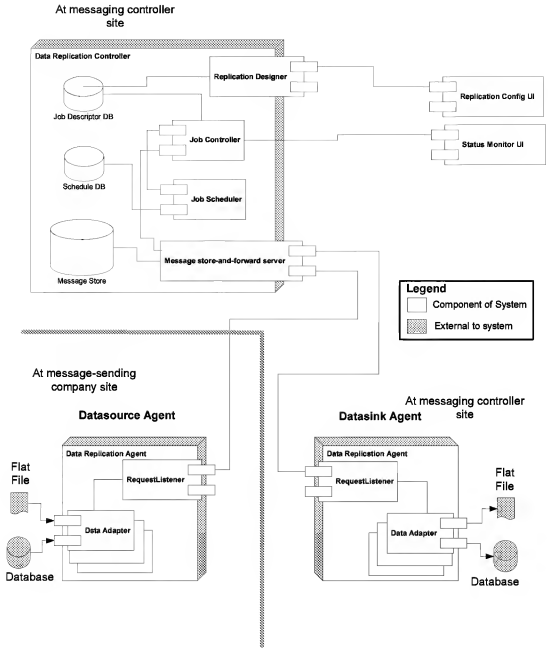
At messaging controller site
Data Replication Controller
Replication Designer
Replication Config UI
Job Descriptor DB
Job Controller
Status Monitor UI
Schedule DB
Job Scheduler
Message store-and-forward server
Message Store
Legend
Component of System
External to system
At messsage-sending company site
Datasource Agent
Data Replication Agent
RequestListener
Flat File
Data Adapter
Database
At messaging controller site
Datasink Agent
Data Replication Agent
RequestListener
Flat File
Data Adapter
Database

FIGURE 19

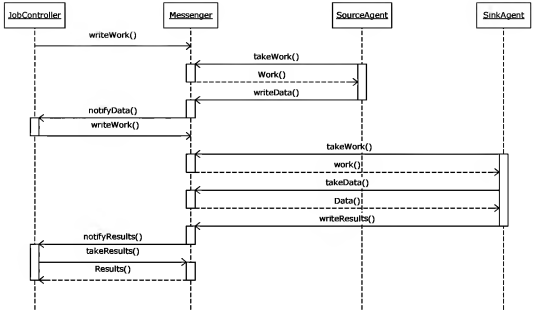
JobController
Messenger
SourceAgent
SinkAgent
writeWork()
takeWork()
Work()
writeData()
notifyData()
writeWork()
takeWork()
work()
takeData()
Data()
writeResults()
notifyResults()
takeResults()
Results()

FIGURE 20

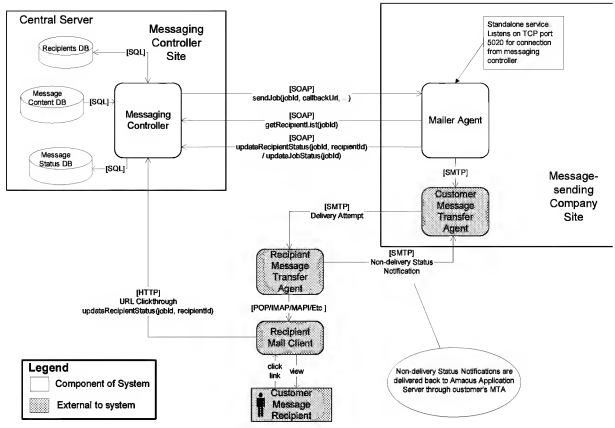
Central Server
Messaging Controller Site
Recipients DB
[SQL]
Message Content DB
[SQL]
Messaging Controller
Message Status DB
[SQL]
[SOAP] sendJob(jobId, callbackUrl,)
[SOAP] getRecipientList(jobId)
[SOAP] updateRecipientStatus(jobId, recipientId) / updateJobStatus(jobId)
Standalone service Listens on TCP port 8020 for connection from messaging controller
Mailer Agent
[SMTP]
Customer Message Transfer Agent
Message-sending Company Site
[SMTP] Delivery Attempt
Recipient Message Transfer Agent
[SMTP] Non-delivery Status Notification
[HTTP] URL Clickthrough updateRecipientStatus(jobId, recipientId)
[POP/IMAP/MAPI/Etc]
Recipient Mail Client
click link
view
Customer Message Recipient
Non-delivery Status Notifications are delivered back to Amacus Application Server through customer's MTA
Legend
Component of System
External to system

FIGURE 21

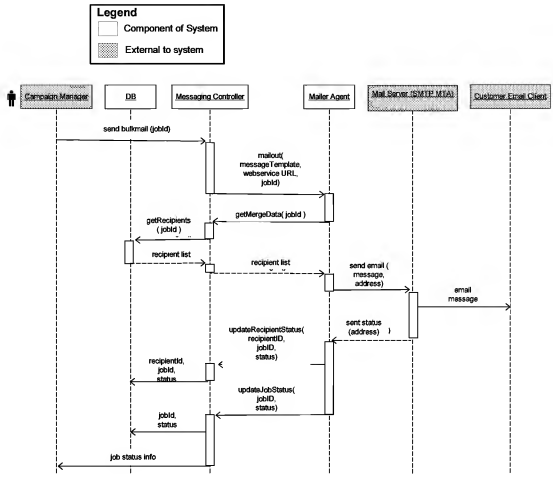
Legend
Component of System
External to system
Campaign Manager
DB
Messaging Controller
Mailer Agent
Mail Server (SMTP, MTA)
Customer Email Client
send bulkmail (jobId)
mailout(messageTemplate, webservice URL, jobId)
getMergeData(jobId)
getRecipients (jobId)
recipient list
recipient list
send email (message, address)
email message
sent status (address)
updateRecipientStatus(recipientID, jobID, status)
recipientId, jobId, status
updateJobStatus(jobID, status)
jobId, status
job status info

FIGURE 22

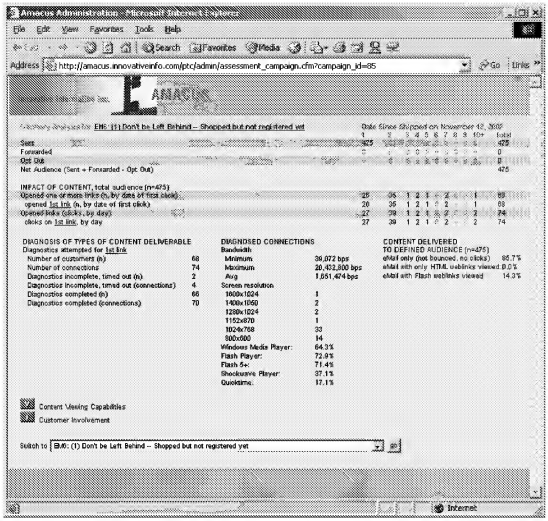
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/assessment_campaign.cfm?campaign_id=85
Go Links
ANACUS
EMI: (1) Don't be Left Behind -- Shopped but not registered yet
Date Email Shipped on November 12, 2008
Sent 475
Forwarded 0
Opt Out 0
Net Audience (Sent + Forwarded - Opt Out) 475
IMPACT OF CONTENT, total audience (n=475)
Opened one or more links (%, by date of first click) 89
opened 1st link (%, by date of first click) 89
Opened links (clicks, by day) 74
clicks on 1st link, by day 74
DIAGNOSIS OF TYPES OF CONTENT DELIVERABLE
Diagnostics attempted for 1st link
Number of customers (n) 68
Number of connections 74
Diagnostics incomplete, timed out (n) 2
Diagnostics incomplete, timed out (connections) 4
Diagnostics completed (n) 66
Diagnostics completed (connections) 70
DIAGNOSED CONNECTIONS
Bandwidth
Minimum 39,072 bps
Maximum 20,432,800 bps
Avg 1,551,474 bps
Screen resolution
1600x1024 1
1400x1050 2
1280x1024 2
1152x870 1
1024x768 32
800x600 14
Windows Media Player: 64.3%
Flash Player: 72.9%
Flash 5+ 71.4%
Shockwave Player: 37.1%
Quicktime 17.1%
CONTENT DELIVERED TO DEFINED AUDIENCE (n=475)
eMail only (not bounced, no clicks) 86.7%
eMail with only HTML weblinks viewed 0.0%
eMail with Flash weblinks viewed 14.3%
Content Viewing Capabilities
Customer Involvement
Switch to EMI: (1) Don't be Left Behind -- Shopped but not registered yet
Internet

FIGURE 23

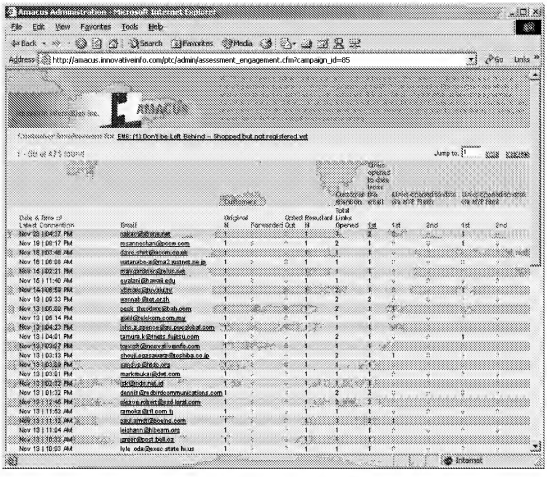
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://amacus.innovativeinfo.com/ptc/admin/assessment_engagement.cfm?campaign_id=65
AMACUS
Jump to:
Outbound
Click Through Links
Total Links
Date & Time of Latest Connection
Email
Original N
Forwarded
Opt Out
Resubscribed N
Opened
1st
1st
2nd
1st
2nd
Internet

FIGURE 24

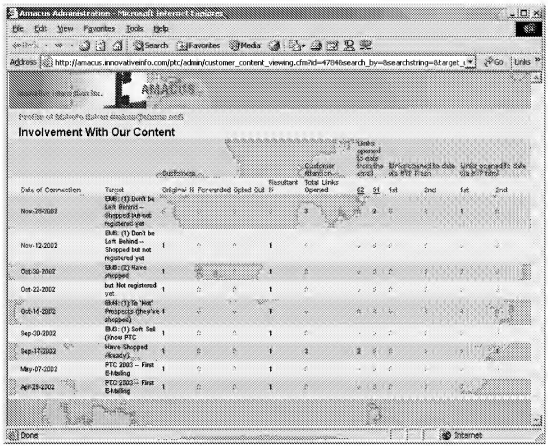

FIGURE 25

samples showing sales growth of 3% from date of deployment, by customer segment

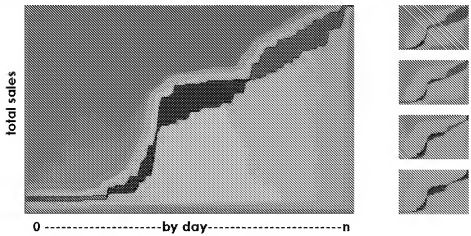

FIGURE 26

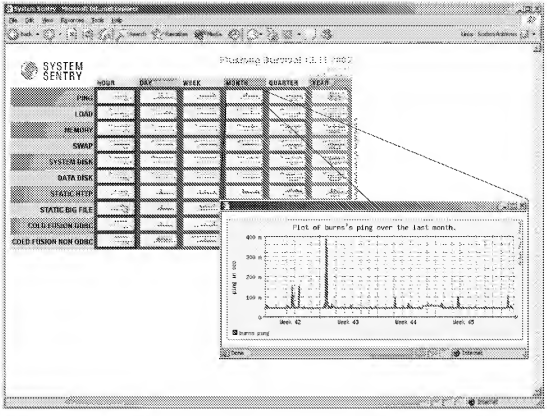
SYSTEM SENTRY
HOUR
DAY
WEEK
MONTH
QUARTER
YEAR
PING
LOAD
MEMORY
SWAP
SYSTEM DISK
DATA DISK
STATIC HTTP
STATIC BIG FILE
COLD FUSION ODBC
COLD FUSION NON ODBC
Plot of burns's ping over the last month.
Week 42
Week 43
Week 44
Week 45
burns ping

FIGURE 27